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## **United Distributors, Inc. recognized for Business Excellence**

*Designation sets company apart for certified products and professionals*

OMAHA, NE– United Distributors, Inc. today announced it has received the honor of Business Excellence from the Water Quality Association (WQA), the leading voice of the water treatment industry. WQA’s Business Excellence program calls attention to top differentiation within the industry and a commitment to the values and high standards of the Association.

“We are thrilled to be recognized for our commitment to business excellence,” said Rory Sherman, President of United Distributors, Inc. “We believe it is important for customers to see the extra steps we’ve taken to ensure that we have trained and certified staff, and sell certified products.”

WQA’s Business Excellence features a distinct gold-trimmed logo to visually underscore United Distributors, Inc.’s commitment to the new program. The program singles out WQA members who make a special commitment to business excellence, the values of WQA and to advancing the betterment of water quality.

In order to earn this new designation, a company or its corporate parent must meet the following qualifications:

1. WQA Member company in good standing
2. Sell one or more Certified Products
3. Have at least one Certified Professional on staff

“With water quality issues popping up across the country, there’s never been a greater need for our industry,” said WQA Executive Director Pauli Undesser. “This distinction helps showcase participants’ expertise and sets them apart within the marketplace.”

United Distributors, Inc. is a recognized expert in all water filtration and conditioning technologies. Founded in 1979 by Rory Sherman, MWS, CFS-V, CI, in Omaha, NE. United Distributors offers a full spectrum of soft water and water treatment products and services for the home or workplace. For more information, please visit [cleanwaterguys.com](http://cleanwaterguys.com).

WQA is a not-for-profit trade association representing the residential, commercial, and industrial water treatment industry. Since 1959, the WQA Gold Seal certification program has been certifying products that contribute to the safe consumption of water. The WQA Gold Seal program is accredited by the American National Standards Institute (ANSI) and the Standards Council of Canada (SCC).

[cleanwaterguys.com](http://cleanwaterguys.com)  
[WQA.Org/BE](http://WQA.Org/BE)